



VERMONT SECRETARY OF STATE

Corporations Division

MAILING ADDRESS: Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1104

DELIVERY ADDRESS: Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1104

PHONE: 802-828-2386

WEBSITE: www.sec.state.vt.us

1. Acknowledgement Information.

- a. **Name:** Nerissa Rush
- b. **Acknowledgement Address:** 475 Anton Blvd, Costa Mesa, CA, 92626, USA
- c. **Email Address:** nerissa.rush@experian.com
- d. **Phone No:** (714) 830-7613

2. Data Broker Information.

- a. **Name:** Experian Marketing Solutions, Inc.
- b. **Primary Physical Address:** 475 Anton Blvd, Costa Mesa, CA, 92626, USA
- c. **Primary Email Address:** NA
- d. **Primary Internet Address (URL):** <http://www.experian.com/marketing-services/marketing-services.html>

3. Does the data broker permit a consumer to opt out of the data broker's collection of brokered personal information, opt out of its databases or opt out of certain sales of data? ☒ Yes ☐ No

If so:

- a. **What was the method for requesting an opt-out?**

Consumers may opt-out via email, mail or phone.

- b. **If the opt-out applied to only certain activities or sales, which ones?**

Omniactivation Strategic Services DMAChoice Mail DMA Telephone Preference Services Do Not Call Registry Experian Telemarketing lists Experian Email Experian Permission-Based Email Database Online Targeted Advertising Partner Programs

- c. **Does the data broker permit a consumer to authorize a third party to perform the opt-out on the consumer's behalf?**

Yes, a third party can request to opt-out on the consumer's behalf if the opt-out request is accompanied by sufficient evidence that the third-party is authorized to act on behalf of the consumer. This would be applicable for DMAChoice and DMA Telephone Services, as well as Partner Programs.

4. Statement specifying the data collection, databases or sales activities from which a consumer may not have opted out during the prior year:

Consumers may only opt out of the sale of information associated with the activities described in section 3(b).

5. Statement regarding whether the data broker implemented a purchaser credentialing process during the prior year:

Experian Marketing Solutions has a membership/credentialing process in which all clients must undergo prior to being onboarded. Clients are vetted in accordance with OFAC and other internal alert lists before allowing the client to proceed with obtaining any information.

6. The number of security breaches that the data broker experienced during the prior year: 0 .

Total number of consumers affected by the breaches: 0 .



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- 7. Where the data broker has actual knowledge that it possesses the brokered personal information of minors, provide a statement detailing the data collection practices, databases, sales activities, and opt-out policies that are applicable to the brokered personal information of minors:**

Experian Marketing Solution does not possess brokered personal information of minors.

- 8. Any additional information or explanation the data broker chooses to provide concerning its data collection practices during the prior year:**

NA

9. Certification of Annual Registration.

I hereby certify, under penalty of law (13 V.S.A. Ch. 65), as an authorized representative of the data broker, that the all of the above information is accurate.

Jennifer Schulz
PRINTED NAME

Jennifer Schulz
SIGNATURE

01/31/2019
DATE